

## **Abstract**

Title: Parents' satisfaction of selected sport clubs work with children.

Objectives: The main objective of this bachelor thesis is to determine parents' satisfaction of selected sport clubs work with children.

Methods: In this thesis there was used a quantitative method of data collection based on a questionnaire. Results are shown graphically.

Results: Results of this thesis say that parents whose children are in the volleyball club are more satisfied than the parents of the children in the football club.

Keywords: customer's satisfaction, questionnaire research, SERVQUAL, marketing research, football, volleyball

